



MEDIA RELEASE

For immediate release

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WHEN TOURISM IN THE WHITSUNDAYS BOOMS SO DOES YOUR BUSINESS

The tourism industry accounts for \$550m of our local Whitsunday region economy, needless to say when tourism in the Whitsundays is booming chances are your business bottom line will feel the positive effects. The tourism industry is the biggest employer in the Whitsunday region accounting for approximately 40% of all jobs, when our tourism industry is firing on all cylinders the optimistic effects can be felt on all businesses across our great region.

CEO of Tourism Whitsundays Tash Wheeler said "We know through a recent string of events beyond anyone's control our tourism industry has taken a hit. This is the time to band together as a region and support the industry that supports you, being a member of Tourism Whitsundays is your opportunity to help promote our region to a global audience".

Tourism Whitsundays is a non-for-profit membership-based organisation, it is responsible for the global destination marketing and visitor attraction of the Whitsunday region, and is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays believes in marketing all aspects of the region including Airlie Beach, Bowen, Collinsville, the Great Barrier Reef, Proserpine and the Whitsunday Islands, through the exceptional choices available to visitors such as our accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.

Trudy Angel from Angel Signs has been members of Tourism Whitsundays since its creation over 10 years ago. She says "Although our business is not directly involved in tourism, we realise the value of such an amazing organisation and the integral part it plays in our region. If the region is thriving, then the community thrives, and tourism is ultimately the Whitsundays backbone. Angel Signs loves the Whitsundays and are only too happy to continually support such an amazing team, forever promoting our uniqueness to the world"

CEO of Tourism Whitsundays Tash Wheeler adds "We're very proud of the work we're achieving at Tourism Whitsundays, this year we've already smashed our 2018/2019 financial year key performance indicator of achieving \$5 million in leisure publicity, by punching out a whopping \$15million in leisure publicity for the Whitsunday region. Not to mention the additional marketing funds we've secured through advocacy and partnerships which tally over \$1.5m at a time when our industry needs it most, we are also very proud in having secured over \$75,000 in workshops which we offer to help our industry continue to develop their skill base.

As an organisation Tourism Whitsundays is passionate about the promotion of the Whitsunday region in all its diversity from the rustic appeal of our hinterland around Collinsville to the heritage charm of Proserpine, the beautiful beaches of Bowen and the allure of Airlie Beach, our majestic 74 Whitsunday islands with world famous Whitehaven Beach and of course we're lucky enough to have one of the seventh wonders of the world - the Great Barrier Reef in our backyard.

Alex Sinclair from Le Sorelle – The Sisters agrees “Tourism is a vital industry not only for our business but for the region on a whole, we know that by supporting Tourism Whitsundays market the Whitsundays on a global scale we are investing in the longevity of our business and region. We love being involved with such a dynamic team, always striving to put the Whitsundays at the forefront”

For as little as \$10 per week businesses can be members of Tourism Whitsundays, they can take advantage of some of our member offers such as being involved in the workshops, networking nights, media familiarisations and the Exclusive Visitor Cards to name a few. It also gives businesses the opportunity to help us continue to globally market the Whitsundays.

To be involved or enquire about Tourism Whitsundays membership please contact Annie Freeman or Haylee Eaves from our membership team on membership@tourismwhitsundays.com.au

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About Tourism Whitsundays: *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

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